

# THE BLUE MOON

A Bimonthly Publication of the Kentucky Arts Council

Volume 8 Issue 4

July/August 2001

## *Needs Assessment Study Reveals Strengths and Challenges for Kentucky's Performing Arts Centers*



In an effort to determine the needs of arts organizations in Kentucky and what can be done to increase their capacity to serve their communities, the Kentucky Arts Council has commissioned Arts Market, Inc. to conduct a statewide needs assessment survey.

The fourteen performing arts centers and venues that participated in the study were Alhambra Theatre, Hopkinsville; Appalshop, Whitesburg; Capitol Arts Center, Bowling Green; Four Rivers Center for the Performing Arts, Paducah; Glema Mahr Center for the Arts, Madisonville; Henderson Fine Arts Center, Henderson; Kentucky Center for the Arts, Louisville; Kentucky Center for Rural Development, Somerset; Leeds Theatre, Winchester; Mountain Arts Center, Prestonburg; Paducah Community College, Paducah; Paramount Arts Center, Ashland; RiverPark Center, Owensboro; and Singletary Center for the Arts, Lexington. The participating centers were selected to reflect diversity in size and budget, urban vs. rural, geographic location, and funding sources.

"It is extremely beneficial to have a baseline of information available as we begin to develop a master technical assistance plan," says Kentucky Arts Council executive director Gerri Combs. "This data will help us gauge the success of our work with the performing arts centers."

"A Needs Assessment of Performing Arts Centers in Kentucky" includes significant findings that the Arts Council will use over the coming years to improve our work with arts organizations around the state.

The study found that Kentucky's performing arts centers generate \$20,333,738 in combined income, significantly impacting local economies, as well as the overall economy of the state of Kentucky. Financially, 40% of the centers studied are breaking even, while 33.3% are losing revenue and 26.7% are generating a surplus. The ratio of earned income (ticket sales, facility rentals) of these centers to unearned income (sponsorships, grants, etc.) is 35:65. This means that large proportions of time and resources are focused on fundraising in order to sustain financially

viable operations. All centers spoke about the increased local competition for fundraising dollars, currently forcing them to focus on increasing their levels of earned income.

The funding difficulties faced by the performance arts centers means not only that center staff must invest more of their time in fundraising, but funding shortage has caused centers to make difficult choices about where there funds must go. Funding is invested in building performing arts center without resources for adequate administration. Many positions essential to effective operation either do not exist or are combined with other positions, creating an overextended core group of administrative staff. In addition, facility needs are chronic. Seventy-five percent of the respondents cited repairs to the facility as being a number one priority. Front of house, back of house, theatre space, and administrative space needs are also significant.

Challenges that confront performing arts centers in Kentucky are similar to nationwide trends. Consumerism is changing; the numbers of season subscriptions are decreasing while single ticket sales increase. Demographics are also changing; audiences are graying and the generation of 20 to 40 year-olds is not attending traditional art offerings, such as ballet, orchestras and opera, that their parents did. The need to fill seats and keep performing arts budgets in balance is a challenge that has adversely affected the presentation of contemporary or new artistic expressions.

Performing arts centers have begun to diversify the community representation and areas of expertise on boards of directors to provide guidance, and improve business operations and program relevance. However, there is still a struggle to utilize board talents to the performing arts centers' greatest advantage. In addition, although 64.7% of the performing arts centers have conducted research in the form of audience (likes and dislikes) surveys, only 5.9 % conducted market research, demographic research or comparative analysis.

*(Continued on page 2)*

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## Special Opportunities for Kentucky Artists as Southern Arts Exchange Comes to Louisville

Southern Arts Exchange 2001 (SAE), the performing arts booking conference and training institute sponsored by the Southern Arts Federation, will be held in Louisville, Kentucky, October 3<sup>rd</sup>-7<sup>th</sup>. This year, for the first time, SAE offers professional development technical assistance to artists who are interested in attending the conference but not interested in exhibiting. Five tracks of professional development training are offered and include arts in education, diversity, technology, administration, and various artistic disciplines. This is a wonderful opportunity for Kentucky artists to receive in-depth technical assistance.

Opportunities for Kentucky artists to participate in Southern Arts Exchange include:

**Booths in the Exhibition Hall** A full booth (10x10) is \$600 if registration is made by June 29<sup>th</sup>; \$700 after June 29<sup>th</sup>. A half booth (5x10) is \$475 if registration is received by June 29<sup>th</sup>; \$550 after June 29<sup>th</sup>. Booth registration includes space in the exhibit hall Thursday Oct. 4 from 2:30-5:30 pm; Friday, Oct. 5 from 1:45-5:45 pm; and Saturday, Oct. 6 from 1:15-3:45 pm; and all workshops.

**Non-Exhibitor Registration** Professional Development Technical Assistance workshops. Full conference rate of \$300 before June 29<sup>th</sup>; \$350 after June 29<sup>th</sup>.

Artists wishing to take advantage of SAE opportunities by registering to exhibit and/or attend the Professional Development Technical Assistance workshops may apply for Kentucky Arts Council funding assistance through a special Individual Artist Professional Development deadline of August 1, 2001. To qualify for assistance up to \$500, artists must fill out a Professional Development application, provide proof of registration for SAE, and match the request on a 1:1 basis. Applications may be accessed from the KAC website at [www.kyarts.org](http://www.kyarts.org), or may be requested from our office by calling 1-888-833-2787.

Additional information on the Southern Arts Exchange may be obtained from the Southern Arts Federation website at [www.southarts.org](http://www.southarts.org), or by calling Southern Arts Federation staff at 404-874-7244, ext. 18 or 28. For information on Kentucky Arts Council funding, please contact Lori Meadows at 1-888-833-2787, ext. 4812, or email [lori.meadows@mail.state.ky.us](mailto:lori.meadows@mail.state.ky.us).

## Performing Arts Centers *(continued)*

Performing arts centers need to build capacity, explore approaches, and develop systems of marketing to effectively compete in a complex and dynamic marketplace. As consumerism and demographics change, the relationship of performing arts centers with their surrounding communities must develop in ways that meet these new challenges.

The study also found that arts in education is a high priority among performing arts centers and a source of great pride. Performing arts center programs reached 227,822 students. This aggregate number is equal to 36.7 percent of Kentucky's 619,200

students enrolled in public elementary and secondary schools.

The Arts Council will use the information in this study to assist arts organizations in building capacity for participation in the arts throughout the commonwealth. The study also serves as a model for collecting data to measure the reach and relevance of the arts to communities in Kentucky.

To request a copy of "A Needs Assessment of Performing Arts Centers In Kentucky," contact the Kentucky Arts Council, toll free 1-(888)-833-ARTS ext. 4803 or e-mail [kyarts@mail.state.ky.us](mailto:kyarts@mail.state.ky.us).

## National Endowment for the Arts Awards \$1.7 Million Nationwide

### Kentucky Organizations Receive *Challenge America* Funding

The National Endowment for the Arts awarded \$1,735,000 in 196 grants through the agency's new program, Challenge America: Positives Alternatives for Youth. Congress appropriated \$7 million in fiscal year 2001 for Challenge America, a program that uses the unique power of the arts to strengthen America's communities, large and small. It demonstrates the vital role the arts play in preserving the nation's cultural heritage and celebrating community spirit.



Funded projects serve young people primarily in grades six through 12, living in communities ranging from rural, isolated towns that lack job opportunities, art and social services resources to low-income urban neighborhoods where crime and violence are everyday threats.

Partnerships are a key element of Challenge America projects. Community organizations, including school districts and healthcare, youth service and social service providers, are partnering with arts organizations working in a variety of disciplines such as media, music, literature, folk and traditional arts, dance, opera and theater.

Two Kentucky organizations received a total of \$20,000 in awards from the NEA's Challenge America Program, the Americana Community Center, Inc., Louisville, and Kentucky Center for the Arts, Louisville. **Americana Community Center, Inc.** is partnering with Kentucky Theater Project, Iroquois Amphitheater Association and the City of Louisville Office of International and Cultural Affairs for workshops in photography, oral history and Web publishing for middle and high school youth living in a Louisville transitional housing complex for recent immigrant and political refugee families.

The **Kentucky Center for the Arts** has partnered with the City of Louisville Metro Parks Department, Iroquois High Community School and Meyzeek Community School for after-school art instruction to middle and high school students in south and central Louisville.

For more information about Challenge America and the National Endowment for the Arts, visit [www.arts.gov](http://www.arts.gov) or call (202) 682-5570.

## Alternate ROOTS announces Kentucky Collaborations and 25th Anniversary Festival

Alternate ROOTS, a regional organization supporting artists whose work is deeply rooted in their communities, is planning its 25<sup>th</sup> Anniversary Festival for April, 2002, in Lexington. The Festival is envisioned as a celebration of the intersection of art and activism, the place where artistic and community passions come together to help change peoples lives.

Artists who are interested in working with community organizations in the seven-county Lexington metropolitan area are encouraged to apply for Alternate ROOTS' **Kentucky Collaborations**, which can provide up to \$5,000 in support of artistic projects. Through these partnerships, artists can place themselves in service to the community, addressing critical issues through their work.

Additionally, artists who are interested in performing or exhibiting their work as part of the 25<sup>th</sup> Anniversary Festival are encouraged to join Alternate ROOTS and apply for Festival Participation. Artists and activists are strongly encouraged to attend the Alternate ROOTS Annual Meeting, August 8 - 13, in Bat Cave, North Carolina.

The deadlines for both applications - Kentucky Collaborations and Festival Participation - are August 30, 2001.

Application forms are available from the Alternate ROOTS office: please call 1-888-871-9898 with your mailing address. For more information about Alternate ROOTS please visit the website at [www.alternateroots.org](http://www.alternateroots.org). For more information on the Kentucky Collaborations and the Annual Meeting call Eleanor Brownfield, Member Services Director, in the ROOTS office at 1-888-871-9898. For information on Festival Participation call Laverne Zabielski, Festival Production Team Member, at 859-293-8839.

**Art Works for the Economy**

**Art Works in Education**

**Art Works to Enrich the Lives of Kentuckians**

**Art Works for Everyone**

**Art Works for Kentucky—The State of the Arts**

# Notes from the Field

## Reporting from

**Bell, Boyle, Breathitt, Clay, Estill, Floyd, Garrard, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawence, Lee, Leslie, Letcher, Lincoln, McCreary, Madison, Magoffin, Martin, Owsley, Perry, Pike, Powell, Pulaski, Rockcastle, Whitley, and Wolfe Counties.**

KET's recent project, "What if All Kentucky Read the Same Book" in honor of Barbara Kingsolver, has focused interest on Kentucky authors. I'd like to invite you to spend some of your summer reading time getting acquainted with two fine authors from my region Gwyn Hyman Rubio and Silas House. Gwyn's first published novel, *Icy Sparks*, was recently selected by Oprah's Book Club. I am delighted that the resulting publicity will bring this remarkable book to the attention of more readers. Silas' first novel, *Clay's Quilt* (Algonquin Books of Chapel Hill), has just been published and is already receiving well-deserved praise.

While the stories are completely different, both books have several elements in common – richly textured rural Appalachian settings, exquisite writing, and characters that step right off the pages and become part of your life. You find yourself laughing, grieving, and celebrating with the characters as you follow their stories. In both books, the Appalachian setting is much more than a backdrop: it is the very soul of the story. Love of place, love of family, and a belief in the creative spirit shine through. Both books remind us why we have devoted our lives to the arts. Music is a force that has the power to heal, to transcend, and to transform lives, while quilts have the power to stitch together hearts that have been broken. As artists, as supporters of the arts, you owe it to yourself to read these books.

There are a number of workshops and seminars throughout the year devoted to creative writing as well as writer's groups that meet on a regular

basis. One such group is the Writers of the North Fork, which is led by Charles Simpson, author of *A Ride on the Train* (a wonderful collection of regional short stories available from the Jesse Stuart Foundation in Ashland – 606-326-1667 or jsf@inet99.net). They meet at 7 PM on the last Thursday of each month at the Bobby Davis Museum, 234 Walnut Street in Hazard. They invite all writers, beginners through published veterans, to join them. They share their writing and help one another with constructive feedback. They have a wide variety of interests, skills, and expertise to share. It's a great way to hone your skills and meet fellow writers. For more information, contact Mr. Simpson at 606-436-4652.

## Your Circuit Rider, Judy Sizemore

**217 Black Lick Road  
McKee, KY 40447  
(606) 364-5831  
clock@prtcnet.org  
FAX (606) 364-2940**

## Reporting from

**Adair, Allen, Barren, Casey, Clinton, Cumberland, Edmonson, Grayson, Green, Hart, Metcalfe, Monroe, Russell, Simpson, Taylor, Warren, and Wayne Counties.**

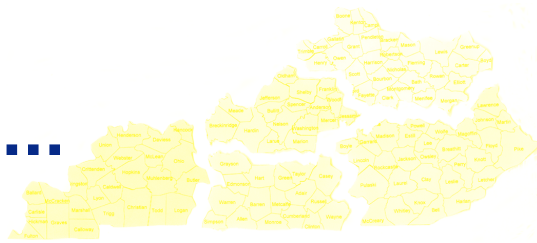
As we move into the slow hot days of summer, it becomes the perfect time to check out all the art and craft shows, as well as plenty of music festivals across the state and in our region, such as....

The Kentucky Old Time Fiddler's Contest in Grayson County – Every third Friday in July the hills and hollows of Rough River Dam State Resort Park resound with the sounds of the past. This is a two-day Official Kentucky State Championship Fiddler's Contest!! I understand they have arts and crafts and \$5 admission for the whole day. For more info contact 270-259-3578.

The Pine Knob Theatre in Grayson County performs a number of great shows each summer from June through September and brings to life the true story of Outlaw Dock Brown. This 500 seat outdoor theatre is located in the historic Pine Knob Community just south of Rough River where you will also find a country store and craft shops – call 270-879-8190 for more info.

Did you know that Adair County is home of the Janice Holt Giles and Henry Giles Foundation, Inc? Author of 20 novels, including *Forty Acres and a Mule*, she also penned *A Little Bit Better Than Plum* with her husband and this non-profit organization was founded to preserve the literary and architectural legacy of these famous Kentucky writers. They offer opportunities for educating the public about literature, authors and writers by hosting arts and crafts programs that highlight the history of the area. The Giles home is located in Knifley off of Highway 76 and is open on Saturday and Sunday afternoons during the summer. The Foundation will host Erika Brady on July 28<sup>th</sup> speaking on folk medicine of the area. Made possible through the Kentucky Humanities Speaking Tour, the event will start at 5pm CST and is free. Bring a picnic and your folding chairs. To find out how you may join the Foundation, and to get a schedule of events, please contact 270-384-5906.

For the past few years the Kentucky Museum on the WKU campus in Bowling Green has been part of KAC's Community-Artist-in-Residence Program. They will be exhibiting some of the work of the artist and the community; you may view the New Kentuckians Culminating Exhibition at the Kentucky Museum beginning June 16<sup>th</sup>. Sixteen area schools and community groups have participated in this project, along with area artists and educators. "Paint What You Think About Most Often" is the subject for three 4'x 6' paintings created by the adults in three English As A Second Language Classes at the International Center in Bowling Green. Artist-In-Residence Lynne Ferguson turned the hallways into a collaborative studio and the final works depict the themes of homelands and things these people



have left behind. The cultures represented are Bosnian, Vietnamese, Burmese and El Salvadorian. There are also books written and illustrated by children telling stories of how they and their families came to live in Bowling Green and their memories and stories of their native countries.

We live in an interesting time, and Kentucky, while steeped in tradition, is certainly undergoing exciting changes. The Kentucky Arts Council provides grants and programs to celebrate and share our artistic heritage and history - and to look ahead to create our future. Please contact me to find out more about these opportunities and please send me your new email addresses and updated contact information so I can keep you in the loop.

*Your Circuit Rider,*  
**Pat Ritter**

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Burkesville, KY 42717  
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artshare@ hotmail.com  
FAX (270) 433-5605**

## Reporting from

**Ballard, Butler, Caldwell,  
Calloway, Carlisle, Christian,  
Crittenden, Daviess, Fulton,  
Graves, Hancock, Henderson,  
Hickman, Hopkins, Livingston,  
Logan, Lyon, Marshall, McCracken,  
McLean, Muhlenberg, Ohio,  
Todd, Trigg, Union, and  
Webster Counties.**

Summer is here and arts activities have moved outdoors. This is the season of outdoor concerts, arts and crafts festivals, theatre in the park, and in the case of Owensboro and Paducah, community celebrations on the banks of the Ohio River. Prepare yourself for some old-fashioned fun at the Pennyroyal Arts Council and the Owensboro Symphony Picnic

with the Pops' along with guest KAC Roster artist Beau Haddock on University Heights Academy's soccer field on August 18. There will be table decorating contests, a Stand-in Director Auction, and lots of good food and music.

The Twilight Cabaret will be presenting summer theatre again this year at Kentucky Lake State Resort Park in Marshall County. While the setting is at the state park, the play itself is being held in air-conditioned comfort at the park's Tennis Center, so you'll be able to have the best of both worlds, a leisurely stroll through the scenic settings of KenLake State Park and great entertainment provided by energetic and talented young actors and actresses to enrich your evening.

If your idea of a great summer vacation is camping, you can't choose a better spot than the Land Between the Lakes National recreational Area, located between Western Kentucky and the Jackson Purchase Regions. While you are enjoying 'getting away from it all,' you will still have the opportunity to enjoy the wide variety of programs they present free or at low cost to you. Much of their programming does involve nature activities such as 'Owl Prowls,' 'Breakfast with the Hummingbirds,' or 'Creature Feature,' focusing on a different species each week. You'll also have the chance to see how people lived and worked in times not so long ago. All in all, a great family trip.

But, if you'd rather be involved in events in the cities, Owensboro and Paducah's festivals along the Ohio River may be just what you are looking for. Owensboro hosts 'Fridays After 5' each week during the summer. You'll have a chance to eat some of the great Owensboro Bar-B-Q while you listen to live musical entertainment by some of Kentucky's top artists and shop at the booths of regional artists and craftspeople.

Paducah's downtown area comes alive each Saturday during the summer. There are great restaurants, art galleries and downtown stores open late, live entertainment, horse-drawn carriage rides, and craft vendors. All of these ac-

tivities take place near the floodwall murals that capture scenes of Paducah's past and present for everyone to remember and enjoy. And finally, if going to a Blues Concert is your idea of a great weekend, don't forget 'Hot August Blues' held outdoors each year at KenLake State Park in Aurora. You'll get a chance to hear local bands just starting out as well as 'headliner bands' you may not get a chance to see any other time. It's a great weekend for every blues fan all across the region.

This is just a sampling of events happening within the Western/Purchase region during the summer. There are arts and crafts fairs almost every weekend, local festivals celebrating Kentucky's communities and their traditions. If you can't attend any of these, just check to see what's happening in your neighborhood. You'll be glad you did.

For more information for the events listed above, call: Pennyroyal Arts Council, 270-887-4295; Twilight Cabaret, 270-436-2399; Land Between the Lakes, 270-924-2000; Fridays After 5, 270-683-2060; After Dinner Downtown, 1-800-PADUCAH; and KenLake State Park, 270 474-2213.

*Your Circuit Rider,*  
**Mary Jackson-Haugen**

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*More Circuit Rider  
Notes on Page 6*



# Notes From the Field

Continued

## Reporting from Reporting from

**Bath, Boone, Bourbon, Boyd, Bracken, Campbell, Carroll, Carter, Clark, Elliott, Fayette, Flemming, Gallatin, Grant, Greenup, Harrison, Henry, Kenton, Lewis, Mason, Menifee, Montgomery, Morgan, Nicholas, Owen, Pendleton, Robertson, Rowan, Scott, and Trimble Counties.**

*Greetings! I hope everyone is having a fruitful summer. Things are going well for me as I make the move from rural to urban life. Please note my new address and phone number at the end of this article. Don't forget to update your mailing and contact lists accordingly, I'd hate to get left out of the loop.*

*Summer is a good time to do those infrastructure building tasks that we all get too busy for during other parts of the year. This is a perfect time to schedule that Kentucky Peer Advisory Network Consultancy in board development or marketing. Or hold those public forums you've been meaning to host to find out what kinds of arts programming your community would like to see. Or invite your government representatives to tour your facility, or attend an event.*

*Summer is also a great time to check out what's going on just down the road. Take the time to visit and network with your arts neighbors. Do some "porch-settin'." Show off what you do best. Enjoy what others do. Celebrate the arts!*

*Your Circuit Rider,*  
*Casey Billings*

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Lexington KY 40555-5168  
859-543-0091  
bigradio@mailcity.com**

**Anderson, Breckinridge, Bullitt, Franklin, Hardin, Jefferson, Jessamine, LaRue, Marion, Meade, Mercer, Nelson, Oldham, Spencer, Shelby, Washington, and Woodford Counties.**

*Currently the Circuit Rider position is vacant for this area. For information about the position (see article below) or activities in this region, contact:*

**E. Chris Harp,  
Community Arts Director  
Kentucky Arts Council  
300 West Broadway  
Old Capitol Annex  
Frankfort, KY 40601  
(502) 564-3757 x 4809  
chris.harp@mail.state.ky.us**

## North Central Kentucky Circuit Rider Position Available

The Circuit Rider assists in the development of rural arts in Kentucky and provides technical assistance for rural and local arts agencies and organizations; leadership in the development of a technical assistance and communication network in consultation with the Kentucky Arts Council. The position requires frequent travel to all parts of the state throughout the year; working evenings and some weekends. The position requires a broad knowledge and understanding of rural communities and the local arts agency/organization development process and principles of non-profit management and must be familiar with current technology issues. Questions about salary and further details about the position should be directed to Chris Harp (contact info to the left). This position will be responsible for activities in the counties of Oldham, Franklin, Woodford, Jessamine, Mercer, Anderson, Spencer, Jefferson, Bullitt, Nelson, Washington, Marion, LaRue, Hardin, Breckinridge, and Meade. Applicant must reside within the territory he/she serves.

### ~ HOT DATES! ~

#### KAC BOARD MEETINGS

SEP 21	Elizabethtown
DEC 7	Louisville

#### EVENTS

JUL 28-31	National Assembly of State Arts Agencies & Americans for the Arts Conference/New York
SEP 27-29	Kentucky Folklife Festival/Frankfort
OCTOBER	ARTS AND HUMANITIES MONTH/Nationwide
OCT 3-7	Southern Arts Exchange/Louisville

#### APPLICATION DEADLINES

SEP 1	Governor's Awards in the Arts
SEP 4	Individual Artist Professional Development
SEP 17	Visual and Media Arts Fellowship
OCT 15	Teacher Incentive Program

# START News Update

## Kentucky's START Initiative Breaks Ground for Arts Participation

The Kentucky Arts Council has entered into the first phase of implementing the **State Arts Partnerships for Cultural Participation (START)** grant project awarded by the Wallace-Readers Digest Funds in the amount of \$500,000 over the next three years. "The first steps involve building knowledge and consensus," says Lori Meadows, executive staff advisor for the Arts Council and START project manager. "That's where we are now in our meetings across the state and our public information efforts."

A series of eight breakfasts have been held to announce START and review the findings of the "Needs Assessment of the Performing Arts Centers in Kentucky" (see front-page article in this issue of *Blue Moon*).

With these breakfasts, the conversation has begun about the positive community impact of broader, deeper and more diversified participation in the arts. Arts participation broadening refers to serving more of the same people as the existing participants, while deepening is service to the same or fewer people, but in a more frequent or intense manner. Diversified participation includes outreach to people that are different from those who currently participate.

Host performing arts centers were Glema Mahr Center for the Arts, Madisonville; Leeds Theatre, Winchester; Kentucky Center for the Arts, Louisville; Appalshop, Whitesburg; Paramount Arts Center, Ashland; Alhambra Theatre, Hopkinsville; RiverPark Center, Owensboro and the Singletary Center, Lexington. Guests at these breakfasts included local elected officials, judge-executives, college presidents, arts organization board members, media representatives, performing arts center staff, and community arts activists.



DeWitt Wallace-Reader's Digest Fund  
Lila Wallace-Reader's Digest Fund

On June 11, Rory MacPherson, senior program officer for the Wallace-Reader's Digest Funds, presented to the Arts Council staff via teleconference the Funds' strategy for creating new standards in arts participation.

Later in the week, MacPherson came to Kentucky to deliver overviews of the Wallace-Reader's Digest Funds, the START initiative, and current research on arts participation during the information sharing component of the Arts Council Board meeting and in a separate session with representatives from each START partner organization. The Kentucky Arts Council's START partners are Appalshop, Arts Kentucky, the Collaborative for Teaching and Learning, Kentucky Arts Presenters Network, the Kentucky Center for the Arts, and Kentucky Citizens for the Arts.

As consensus builds among stakeholders, the parameters of the project will solidify into "best practices" for arts participation. Some of the key approaches involve baseline and ongoing data collection, incorporating a standards-based assessment model to the work of the Arts Council, creating new grants or reorganizing the current grant structure to focus on arts participation, training seminars and convening sessions, and documenting and disseminating the information gained from the project.

*START News Update will be a regularly featured column in the Blue Moon. For more information about Kentucky's START initiative, contact: Lori Meadows, Executive Staff Advisor, 1-888-833-2787, or [lori.meadows@mail.state.ky.us](mailto:lori.meadows@mail.state.ky.us).*

## To Move Forward: An Affirmation of Continuing Commitment to Arts Education

The National Art Education Association, with the Consortium of National Arts Education Associations, the International Council of Fine Arts Deans, and the Council of Arts Accrediting Associations, signed a joint arts education policy agreement, *To Move Forward: An Affirmation of Continuing Commitment to Arts Education*, focusing on six topic areas: Arts and College/University Admissions, National Standards, Teacher Credentials, the Generalist Teacher, Specialist Arts Teacher Preparation, Professional Development, and Research Copies may be downloaded from [www.naea-reston.org/news.html](http://www.naea-reston.org/news.html).

## National Arts Education Association Releases *Histories of Community- Based Art Education*

The history of community-based art education is often associated with children, youth and adults coming together in formal and informal cultural organizations. These places can serve as spaces for public discourse about art and other issues of mutual concern, including the traditional and popular arts. Diverse art objects and practices function, in part, as catalysts for dialogue about individual and group identity, local and national concerns, and ultimately the pursuit of democracy. *Histories of Community-Based Art Education* brings to the forefront stories, experiences, teaching methods, and cultural groups whose histories have not been fully explored, documented, or appreciated. \$25, Members \$20. Order by calling 800-299-8321 (8:30am to 4pm EST) or by visiting [www.naea-reston.org/publications](http://www.naea-reston.org/publications).

# New Guide to Programs and Applications for FY2003 Contain Noteworthy Changes

*Each funding cycle the Kentucky Arts Council evaluates grant applications and procedures in all program areas in order to ensure that the granting process is as fair as possible for applicants, helpful for panel members in their adjudication and streamlined for Arts Council staff efficiency. In the following pages you will find details from Program Directors about the most recent changes to applications and programs, as well as a sample application illustrating changes affecting collection of data for the National Standards codes. Please see the forthcoming edition of the 2001-2002 Guide to Programs for complete details about these and other Arts Council programs or visit our Web site: [www.kyarts.org](http://www.kyarts.org). This new Guide to Programs (last year's "Blue Book") is being sent out in early July and will have a yellow cover in order to distinguish it from previous guides. If you do not receive a copy of the Guidelines by the end of July, please call The Arts Council office to request a copy, 1-888-833-ARTS.*

## Arts Development, Challenge, Project, and Organizational Technical Assistance

by Dan Strauss

### General Operating Support Program (formerly Arts Development Program) Revisions

#### Program Name Change

- Starting with the FY 2003 funding cycle the name of the Arts Development Program will be changed to the General Operating Support Program to more clearly indicate the purpose of the program. References to the Arts Development Program throughout the Guide to Programs and on the Arts Council's Web site will be revised accordingly.

#### Eligibility Clarification

- To clarify the eligibility criteria for the General Operating Support Program, the words "year-round" have been added to the description of the

type of programming that must be provided by applicant organizations in the guidelines for FY 2003 under the "Who may Apply" section. This addition is not a change to the program guidelines but is meant to reinforce what has been understood regarding the intent of this program since its implementation.

### Challenge Grant Program Revisions

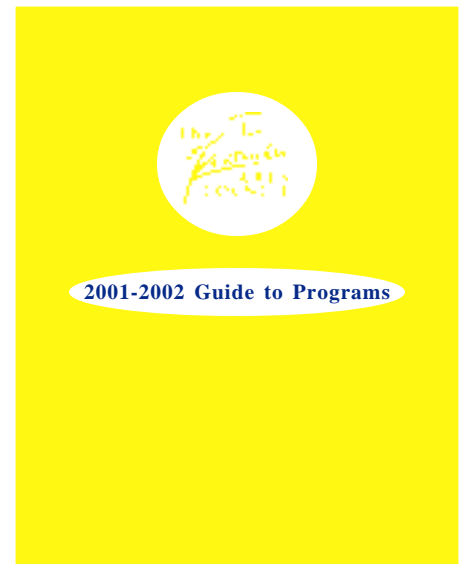
#### Applications

- Please remember that beginning with FY 2002 (the last application cycle), Challenge Grant applicants submit complete applications every other year.
- On alternate years, applicants submit abbreviated applications consisting of the application cover pages,

compliance/signature page, statement of eligible income, and audit (if required, per Challenge Grant Program guidelines) or financial statement - no support material or other attachments.

- For the FY 2003 funding cycle, applicants who submitted complete FY 2002 applications will do abbreviated applications, and those who submitted abbreviated FY 2002 applications will do complete applications. Organizations applying for the first time in the Challenge Grant Program at the February 1, 2002 deadline, or past Challenge Grant applicants that did not apply in the last funding cycle, must submit the complete Challenge Grant Program application.

- Applicants in doubt about the appropriate application they are required to submit, should contact Dan Strauss, Arts Program Branch Manager at 888/833-2787, ext. 4804 or [dan.strauss@mail.state.ky.us](mailto:dan.strauss@mail.state.ky.us).



## Challenge Grant Program Revisions Continued

### Eligible Income Statements and Audits

- In order to facilitate the Arts Council's audit of applicants' eligible income, the statement of eligible income included with the application should list the total amount, and a breakdown by category, of eligible income, that can be easily tracked in the audit or financial report. Providing detailed correlation between the eligible income statement and audit and/or financial statement will alleviate the Arts Council's need to contact applicants for additional clarification.
- Per the program guidelines, "The Kentucky Arts Council reserves the right to review donor lists and any related information to verify annual contributions."

## Project Grant Program Revisions

### Eligibility Guidelines

- The guidelines for FY 2003 guidelines regarding eligibility have been changed to read: "Project Grant applicants cannot propose projects that are eligible for support in other Art Council programs. Separate applications for components of the same arts activity or program are ineligible. Proposals for the same project(s) cannot be made in more than one Arts Council program in the same fiscal year.
- Applicants are encouraged to carefully review the Kentucky Arts Council Guide to Programs and consult with Arts Council staff about the eligibility of applications.

### Funding Cap Increase

- FY 2003 Project Grant applicants will be allowed to request up to \$5,000—an increase from the \$3,000 limit of recent funding cycles.

### Matching Requirements

- Up to 25% of the match may consist of either applicant staff salaries or community-based, in-kind contributions.
- Request amounts continue to be restricted to one-half of the project's actual cost, and applicants must match Arts Council funding requests on a one-to-one basis.

### Application Narrative

- The Project Grant Application Narrative has been revised to allow applicants to more directly address the program evaluation criteria, and assist panelists in more easily determining how well those criteria are met.
- The first two narrative points require applicants to briefly provide basic descriptions of the applicant organization and the project proposal. The remaining five narrative points require applicants to address the specific evaluation criteria, with the percentages of significance that the panelists will use in assessing applications noted.
- Please note that the program evaluation criteria and corresponding percentages of significance in the scoring of applications have not been changed.

### Panel Comments

- Starting with the FY 2003 funding cycle, panel comments regarding applications will no longer be sent automatically to all applicants. Zero-funded applicants will be sent copies of panel comments, and applicants that received specific panel recommendations will be informed of those recommendations. Otherwise, copies of panel comments will be available upon request.

## Organizational Technical Assistance Revisions

### Funding Cap Increase

- FY 2003 Organizational Technical Assistance applicants will be allowed to request up to \$1,000 - an increase from the \$500 limit of recent funding cycles.

## Additional Notes for General Operating Support Grant, Challenge Grant, Project Grant, and Operational Technical Assistance Applicants

- Program Guidelines, Instructions, Intent to Apply forms and Application forms are available on the Arts Council's Web site at [www.kyarts.org](http://www.kyarts.org), or by mail on request.
- Please note that applicants for all programs, except Organizational Technical Assistance, are asked to submit an Intent to Apply form approximately a month in advance of application deadlines to provide the Arts Council with more complete information for program planning. See specific program guidelines for relevant Intent to Apply deadlines.
- Please also note that organizations that receive line-item funding through the Education, Arts and Humanities Cabinet continue to be ineligible for Arts Council General Operating Support and Challenge Grant support in the same fiscal years for which they receive line-item funding.

- Applicants wishing to appeal adverse grant decisions can find a detailed description of the funding-reconsideration appeals process in the instructions for each program.

If you have any questions about any of the above information or the application process in general, please contact Dan Strauss, Arts Program Branch Manager at 888/833-2787, ext. 4804 or e-mail

[dan.strauss@mail.state.ky.us](mailto:dan.strauss@mail.state.ky.us)

*Application Illustration of  
New Coding Procedures on  
Page 10 & 11*

**FY2002 Application****Organizational Technical Assistance  
Grant Program****Deadline: Open Year Round**

Please refer also to the guidelines and instructions. You may skip lines marked (N/A).

1. First Name	<u>N/A</u>
2. Organization Name	<u>The Community Arts Council</u>
3. Mailing Address	<u>4321 Hartwick Road</u>
4. City	<u>Bradfordville</u>
5. State	<u>KY</u>
6. Zip Code - Plus 4	<u>40601-1072</u>
7. County	<u>Franklin</u>
8. Phone Number	<u>(502) 456-8056</u>
9. Second Phone Number (optional)	<u>(502) 352-8967 (mobile)</u>
10. Fax Number	<u>(502) 457-7243</u>
11. E-mail Address	<u>cac@mail.com</u>
12. Web Address	<u>http:// cac.com</u>
13. Legislative District Number of Applicant (as determined by applicant's mailing address):	
KY House District #:	<u>57</u>
Representative's Name:	<u>Gippy Graham</u>
KY Senate District #:	<u>20</u>
Senator's Name:	<u>David Marshall Long</u>
U.S. Congressional District #:	<input type="checkbox"/> #1 <input type="checkbox"/> #2 <input type="checkbox"/> #3 <input type="checkbox"/> #4 <input type="checkbox"/> #5 <input checked="" type="checkbox"/> #6
Representative's Name:	<u>Ernie Fletcher</u>
Senators:	<u>Jim Bunning (R) / Mitch McConnell (R)</u>

*If you do not know your Kentucky Senate District, House District, or U.S. Congressional District numbers, please refer to this web site: [www.vote-smart.org/index.phtml](http://www.vote-smart.org/index.phtml) or call your County Clerk's office for this information*

**KAC Staff Use Only**

1. FY <b>2002</b>	7. Grantee Race	13. • AIE Percent	<u>N/A</u>
2. App. #	8. # Youth Benefit	• AIE Description	<u>N/A</u>
3. C-List #	9. Project Disc.	14. Proj. Descriptors	
4. App. Status <u>2</u>	10. Activity	15. Date Revd.	
5. App. Institution <u>16</u>	11. Project Race <u>99</u>		
6. Ann. Discipline	12. Grant Program <u>TA</u>		

**Don't attempt to fill this box in. When you answer the new coding questions on page 2, the numbers will automatically fill in here.**

**NEW**

Learn your Zip + 4. Use it at the web site, [vote-smart.org](http://vote-smart.org) to find your House, Senate & Congressional numbers.

**NEW**

Organization Name The Community Arts Council  
Organizational Technical Assistance



14. Federal Employer ID Number 61-7825946
15. Chief Administrator's Name Verne Stafford
16. Chief Administrator's Salutation ☐ Miss ☒ Ms. ☐ Mrs. ☐ Mr. ☐ Dr.
17. Project Contact Person Ray Olsen
18. Project Contact Salutation ☐ Miss ☐ Ms. ☐ Mrs. ☒ Mr. ☐ Dr.
19. Project Title (short phrase) Long-range planning consultancy
20. Project Beginning Date (month/day/year) 10 / 25 / 1
21. Project End Date (month/day/year) 10 / 26 / 1
22. Amount Requested (round to nearest dollar) \$ 500
23. Required Match Amount (round to nearest dollar) \$ 500

Your answers to Grantee Race/Ethnicity are not part of your grant's review, but help us report accurately to the NEA and the National Assembly of State Arts Agencies.

24. Grantee Race/Ethnicity:

Organizations should choose the **one** code that best represents 50% or more of their staff or board or membership (not audience). Choose **one** below:

- |   |   |
|---|---|
| <input type="checkbox"/> American Indian/Alaska Native    | <input type="checkbox"/> Asian                  |
| <input type="checkbox"/> Native Hawaiian/Pacific Islander | <input type="checkbox"/> Black/African American |
| <input type="checkbox"/> Hispanic/Latino                  | <input checked="" type="checkbox"/> White       |

25. Applicant Institution. 16 (Insert **ONLY ONE** Category Code Number on this line)  
Choose your category code number from one of the following areas. Double click the red triangle to the left of a category to expand group information and obtain a code number.

- |                            |                     |         |
|----------------------------|---------------------|---------|
| ▲ Community Organizations  | ▲ Media             | ▲ Other |
| ▲ Councils/Service Groups  | ▲ Performing Groups |         |
| ▲ Educational Institutions | ▲ Venues/Presenters |         |

*Paper versions of this form, please refer to Application Instructions for code numbers.*

26. Applicant Status 2 (Insert **ONLY ONE** Status Code Number on this line)
- |                               |                            |                         |
|-------------------------------|----------------------------|-------------------------|
| 02] Organization - Non-Profit | 07] Government - County    | 09] Government - Tribal |
| 06] Government - Regional     | 08] Government - Municipal | 99] None of the Above   |

**NEW**

**NEW**

When you double-click on a triangle above, a pop up menu lets you see the choices you have for answering the question depending on the grant category you're applying in.

Applicant Institution

- [15] Arts Center
- [16] Arts Council/Agency
- [17] Arts Service Organization

# Community Arts Development, Salary Assistance Program, Community Residency Program and Site Visits

by E. Chris Harp

## Community Arts Development Program Revisions

- Grantees will now be asked to provide certain coding to us and this has been incorporated into the application's cover page. You will be given multiple choices on the grant application, and will choose the codes that best apply to your organization. The codes you are being asked to provide refer to the following areas: **Grantee Race/Ethnicity, Activity Race/Ethnicity, Organization Status, and Applicant Institution.**
- **Please note:** A new code has been developed for organizations applying to this category that do not have tax-exempt status from the IRS. This code, "2.1", will help us track whether or not your organization is tax-exempt.
- A new **Budget Form** has been developed to provide consistency in the way that budget information is presented to our grant review panels. The form is very simple and will allow you to list **in-kind support** for your organization. The form also asks you to place an asterisk next to any **expense category paid for with the grant.**
- Every applicant to this program will receive **panel comments.**

- Zero-funded applicants will receive **panel comments** and specific panel recommendations will be sent to these applicants. Those awarded a grant will not receive panel comments unless a specific recommendation is made.

- Applicants to this program must provide **proof of IRS tax-exemption**, and for those organizations receiving Community Arts Development funds, **only 4<sup>th</sup> year applicants** may apply to this program.

- Organizations **that have previously funded a position**, either through this grant category or not, are not eligible to apply for the same position through this category. This applies to all organizations, **regardless of name changes or other reorganization efforts.**

The budget form allows applicants to show additional income and match that will be put towards the residency above the required match amount. It also allows the applicant to show in-kind support for the residency.

- Zero-funded applicants will receive panel comments and specific panel recommendations will be sent to these applicants. Those awarded a grant will not receive panel comments unless a specific recommendation is made.

New

## Site Visit Program

Beginning with the new fiscal year (July 1, 2001), the Kentucky Arts Council will begin implementing a new Site Visit Program designed to assist Community Arts Development recipients as they proceed through this five-year program. Each recipient of this grant award will be teamed up with a Kentucky Peer Advisor and will be given a site visit to help gauge the progress of the organization. The advisor will complete a report and submit this to the Council staff for their review only. These reports will not become part of the funding process. Currently, only 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> year recipients will receive visits. These years are critical as an organization proceeds along its course toward stability.

For questions about any of these programs, please contact Chris Harp toll free 1-888-833-2787, ext. 4809, or e-mail [chris.harp@mail.state.ky.us](mailto:chris.harp@mail.state.ky.us).

## Salary Assistance Program Revisions

- Applicants will be asked to provide the four **codes** listed above.

## Community Residency Program Revisions

- Applicants will be asked to provide the four codes listed above.
- As with last year's guidelines, folklorists are encouraged to apply for community residencies to do cultural surveys and other folklife projects in communities throughout Kentucky. Sponsors of folklife residencies may use food and lodging as cash match up to 50% of the total required match.
- A new Budget Form has been developed to provide consistency in the way that budget information is presented to our grant review panels.

## Arts Education Programs

by John S. Benjamin

As most of you know, all of the Kentucky Arts Council's grant application forms are revised annually. For the most part, these changes amount to a simple "tweaking" of the previous year's forms to make them easier to understand and fill out. This year I have focused on clarifying the review criteria for each of the Arts Education programs, particularly the Teacher

Incentive Program (TIP) and Artists in Residence (AIR) applications. I believe that applicants will find it much easier to understand exactly what information the KAC needs when making funding decisions.

One area that seems to have caused considerable confusion in the past is the section on diversity.

I believe that my "tweaking" there will please all of our former applicants. I've also attempted to more clearly articulate the limitations on how many classes an artist may meet with and how many times over the period of the residency. The key thing to remember is that the more times the students can meet with the artist, the more they will learn—just like in any other subject.

## Individual Artist Programs

by Lori Meadows

### Program Changes

- In order to more accurately capture statistical information, you'll notice a slight change in format for our FY 2003 program applications. The Kentucky Arts Council collects basic descriptive information about all grant applicants and their projects. These statistics are part of the national Standard for Arts Information Exchange adopted by the National Assembly of State Arts Agencies and are required by the National Endowment for the Arts to better understand the constituent base that state and federal dollars serve. Information is collected for planning and research purposes but is not used by panels to make award decisions.

- Panel comments will no longer be sent to recipients of the Individual Artist Professional Development Grant or the Individual Artist Project Grants, except upon special request. Applicants who did not receive funding will receive comments with their notification letter.

- Fellowship awards will undergo an increase from \$5000 to \$7500, beginning in FY 2003.

### Staff Changes

In the May/June issue of *The Blue Moon*, the Kentucky Arts Council announced receipt of the Wallace-Readers Digest Funds award through the new State Arts Partnerships for Cultural Participation (START). Over the next three years our agency will develop and adopt new, more effective guidelines, programs and funding practices aimed at encouraging broader public participation in the arts. As of August 15, 2001, I will be taking a two-year "leave of absence" from most of the Individual Artist programs in order to manage the START Initiative. **Heather Lyons** will be joining the KAC staff for that two-year period as Interim Individual Artist Program Director. You will note the appropriate contact name for each Individual Artist Program in our FY 2003 Guide to Programs, scheduled for publication in July. You can reach Heather Lyons after August 15 at 1-888-833-2787 ext. 4827 or by email at [heather.lyons@mail.state.ky.us](mailto:heather.lyons@mail.state.ky.us). For more information about the START program, you can reach me at 1-888-833-2787x4812 or e-mail [Lori.Meadows@mail.state.ky.us](mailto:Lori.Meadows@mail.state.ky.us).

In an attempt to free up more time for site visits and focus more on what is actually happening in the schools, I will be providing panel comments only for those applicants who write and request them. Formerly I have carefully compiled and edited all of the notes taken during the panel meetings and included them in the notification letters that are mailed to all applicants after the KAC board approves or disapproves the panel recommendations. This is a huge and time-consuming task when you consider the number of applications I process annually. Starting this year, I will gladly send along panel comments, but only when you specifically request them.

I would like to remind everyone that I will review the draft narratives of any of my grant program applications if you get them to me two or more weeks before the deadline: on or before October 1, 2001 for October 15 TIPs, on or before January 8, 2002 for January 22 AIRs and on or before February 15, 2002 for March 1 TIPs. I can often spot potential trouble spots and advise you on ways to make a more effective presentation.

Remember that the KAC residency programs are just about the best deals we have...we match your money at a rate of almost two to one.

Don't hesitate to contact me if you have questions, toll free 1-888-833-2787, ext. 4813, or e-mail [john.benjamin@mail.state.ky.us](mailto:john.benjamin@mail.state.ky.us).

## Craft Marketing Program 2001 Jury Session Brings New Participants from Across the Commonwealth

The Kentucky Craft Marketing Program (KCMP) has announced the jury results from the June 2001 jury session. The following people had entries that passed the review of the jurors and are now accepted into the juried portion of the



Kentucky Craft Marketing Program:  
**Sarah Culbreth & Jeff Enge**, Berea  
**Appalachian Fireside Crafts**, Berea  
**JoAnn Moore**, Cadiz  
**Julian McKinney**, Richmond  
**Tracy Leasor**, Louisville  
**Morris Fork Craft**, Booneville  
**Laura Brewer**, Bowling Green  
**Judith Rosenfield**, Louisville  
**Mitzi Dotson**, Versailles  
**Lindy Knight**, Manitou  
**K. J. Armstrong**, Cynthiana  
**Chris Ramsey**, Somerset  
**Janet Bailey Burch**, Crestwood  
**Garry Humphress**, Campbellsville  
**Christa Smith**, Elizabethtown  
**Lea Nachtman**, Westport  
**Marguerite Murnau**, Louisville  
**Dennis Ramler**, California  
**Dona McCurry**, Elizabethtown  
**Craig Kaviar**, Louisville  
**Ben Mansur**, Cynthiana  
**Joe Henry**, Louisville  
**Bobby Lykens**, Park City.

Participants in the juried portion of the Craft Marketing Program have an opportunity to participate in wholesale and retail venues, such as the New York International Gift Fair; Kentucky Crafted: The Market; the Governor's Derby Breakfast, and the KCMP Internet Web site. Participants also may use the "Kentucky Crafted" logo, attend educational workshops, and receive technical assistance for their business and craft.



### *Five Kentucky Craftspeople to Attend New York International Gift Fair*

The Kentucky Craft Marketing Program will take five craftspeople to represent Kentucky at the upcoming New York International Gift Fair, held twice-annually at the Jacob K. Javits Convention Center in New York City. The date for this summer's event is August 19-23.

The following Kentuckians will represent the Kentucky Craft Marketing Program at the event: Amy Elswick, Clay House Pots, Berea; Gail Cohen Designs, Lexington; Judy and Gordy Geagley, Judy's Kentucky Crafts, Tollesboro; Charles and Norma Purdue, Aardvark Woodworks, Inc., Beattyville; and David and Katherine Denby, Denby Studios, Versailles. Exhibiting for the first time in the Kentucky booth will be the Denbys who produce Shaker and Craftsman-style reproduction clocks in a variety of sizes.

The Kentucky Craft Marketing Program has been attending the New York International Gift Fair for the past 15 years.

## *Kentucky Commission on Women Seeks Watercolor Artist*



The Kentucky Commission on Women (KCW) is accepting applications from Kentucky watercolor artists for their Kentucky Women Remembered Exhibit. One artist will be selected through a panel process and will paint up to three portraits between November 2001 and February 2002. The watercolor portrait(s) will be added to the current exhibit in the West Wing of the State Capitol.

The *Kentucky Women Remembered* exhibit was created in 1978. Each year up to three Kentucky women from those nominated by Kentucky citizens are honored as Kentucky Women Remembered and their portraits are hung in the permanent exhibit. Through this exhibit thousands of visitors each year learn about Kentucky women and their historic contributions. The Kentucky Women Remembered exhibit remains one of the only tributes to Kentucky women in the Kentucky State Capitol.

Selected artist's works will be unveiled in the Capitol Rotunda during a press conference in March 2002 with Governor Paul E. Patton and First Lady Judi Patton and then placed on permanent display in the Capitol's West Wing. The selected artist will be paid \$500 per portrait. To receive an application brochure contact the Kentucky Commission on Women: (502) 564-6643 or email:

**KCW@mail.state.ky.us**. Visit their Web site for more information:  
**http://women.state.ky.us**. The deadline for entry is September 3, 2001.

## October is National Arts and Humanities Month

Each October communities across the nation celebrate Arts and Humanities Month in a variety of different ways, but they all lead to a better public awareness of the arts and increased public support for the arts. It's time to start local planning for statewide participation in this annual opportunity to give value to the arts and humanities.

The following ideas are activities that you or your organization might want to become involved in:

1. Have your mayor or judge-executive proclaim October as Arts and Humanities month in your community. KAC will have sample proclamations.
2. Have your group or local arts council get on the agenda of a city commission meeting in October to talk about the value of the arts in your community.
3. Have your local library sponsor an arts and humanities reading event or program.
4. Schedule a "free day of art" event during October to celebrate the occasion.
5. Present a Chautauqua performance through the Kentucky Humanities Council.
6. Advocate for the arts and acknowledge Arts and Humanities month at curtain speeches for performances.
7. Write a letter to your editor during October to tell how the arts have put meaning in your life or have benefited your community.
8. Tie in PTA/PTO presentations to Arts and Humanities in celebration of the month.
9. Use the Arts and Humanities month logo in advertising events occurring during October. (Logo sheets available through the KAC)
10. Host an Arts Fair in your community!! Bring your friends, neighbors and fellow citizens together for a day of interactive arts events, from painting in the local park, storytelling in a downtown venue, to theatre and music in a community gathering place. Make the arts and humanities alive and a part of your town's cultural heritage!

These are just a few ideas and the list only stops with your imagination. We would like to hear about your plans for Arts and Humanities month and will be happy to publicize them in the September /October issue of Blue Moon. Please send your planned activity(ies), date, time and location to: Ed Lawrence, Kentucky Arts Council, Old Capitol Annex, 300 West Broadway, Frankfort, KY 40601 or e-mail [ed.lawrence@mail.state.ky.us](mailto:ed.lawrence@mail.state.ky.us).

## Digital Archive of Arts and Culture

Princeton's Center for Arts and Cultural Policy Studies, with funding from Pew Charitable Trusts, has created a fully searchable, digital archive with policy-relevant information on the arts and culture. The archive is intended for practitioners as well as for academic use. For more information, see [www.pewtrusts.com](http://www.pewtrusts.com) and click on "Cultural Policy."

## Outcomes-Based Evaluation Model for Arts Learning

The National Endowment for the Arts has posted a new "Outcomes-Based Evaluation Model for Arts Learning" in the Guidelines and Applications section of its website, [www.arts.gov](http://www.arts.gov).

## Life's Mis-Stories Award Shows © 2001

Life's Mis-Stories Award Shows © 2001, hosted by Rac Love, will be held at the Kentucky Theater, 4th & Theater Square, Louisville, KY every 4th Thursday of the month. Young people are asked to present solutions to potential or past problems through the performing arts, including poetry, acting, singing, essays, drama, dance and rap. \$100.00 will be awarded each month to the Challenger that presents the best problem in a real life situation, who then in the same presentation demonstrates the best solution for the situation. Auditions are held the 1st & 2nd Tuesday each month. Challengers are given the rules to win, and are encouraged to prepare well. To audition, or for more information contact: Tracey Merriweather, 774-2386 home or 767-9513 mobile.

## AT&T Foundation Grants

The Arts and Culture Direct Grants Program of the AT&T Foundation supports innovative artistic projects by nationally and internationally recognized arts and cultural institutions in areas e.g., creation, production and/or presentation of new artistic work; bringing the work of women and artists of diverse cultures to a wider public; and mobilizing new technologies to promote artistic innovation and increase access to the arts. For more information, visit [www.att.com/foundation/guidelines.html#arts](http://www.att.com/foundation/guidelines.html#arts) or contact Contributions Coordinator, AT&T, 222 West Adams Street, 15<sup>th</sup> Floor, Chicago, IL 60606. Deadline: Open.

## Impact of Crafts on the National Economy

The Craft Organization Directors Association has released the results of the first major survey of the economic impact crafts on national economy. Call Laurie Huttunen at 828-252-0121 for a copy of the report.

# Focus on Kentucky *Folklife*

by Brent Bjorkman

*This coming fall, the Old Capitol Grounds in Frankfort will once again come alive with the greatest sampling of traditional Kentucky folklife found anywhere in the Commonwealth. Each year the Kentucky Folklife Festival highlights the special folklife and heritage that remain a steadfast part of everyday life for so many of our citizens. This year our theme will be Route 31W, the Dixie Highway, an area that has recently been the focus of a folklife survey sponsored by the Folklife Program. The Kentucky Folklife Festival will take place September 27<sup>th</sup>, 28<sup>th</sup>, and 29<sup>th</sup>.*

In this issue of *The Blue Moon* our installment of *Focus on Kentucky Folklife* celebrates one of the most unique and well-known folkart forms found in our midst, the tradition of basket making found along the 31W corridor. At the Festival this year, we will present a glimpse of this time-honored art and bring to our demonstration area several of the finest practitioners of this form of Kentucky folk culture. The Childress family of Park City is a prime example of this art form as a source of regional as well as family pride, having been a part of this tradition for generations. They and their work will be featured prominently at the festival and what follows is a brief glimpse into their lives as folk artists living along the 31W corridor.



*Folklorist Brent Bjorkman talking with this year's Folk Arts basket making apprentice Vickie Wilkerson during a site visit, April 2001.*

## Basket Making in Central Kentucky

Lestel and Ollie Childress are two folk artists who represent the 31W/Park City area's long-standing tradition of white oak basket making. The Childresses are natives of Hart County, one of the foremost basket making centers of Kentucky, and their work has both maintained traditional variations and adapted to the evolving requests of an important tourist market throughout the past 50 years. What has remained constant and much heralded are their baskets' steadfast construction principles. One unique design principle of a Childress basket can be found in the ribs, which are flatter near the bottom and thin out as they come up to the horizontal hoop. This special feature helps to distinguish their work from other basket making traditions, such as those found in neighboring Tennessee.

Together, third generation basket maker Ollie and her fifth generation basket maker husband, Lestel, have spent their lives as proud caretakers of this form of local material culture. Lestel made his first basket at age eight and promptly sold it for ten cents. During their first years together, when they were courting, Ollie fondly remembers that they would make baskets together, each starting at different ends of the basket and meeting in the middle. When the couple first married, they supported themselves by selling their baskets at a souvenir stand along U.S. Highway 31W, the major auto-tourist route which guides visitors, still today, to the local Mammoth Cave National Park area. When the interstate came through and bypassed their stand, the Childresses found they had to support themselves by other means. At that time Lestel started working in construction and driving a school bus.

With a revival of interest in the craft industry beginning in the 1980s, the Childresses again began to devote themselves to making baskets full-time. In 1992, as this resurgence of interest in traditional handicraft continued, the Childresses taught Beth Hester many of their basket making techniques as part of a Folk and Traditional Arts Apprenticeship Grant funded through the Kentucky Folklife Program. During their time together, the Childress' taught Hester the basketry skills and regional design principles that she and her equally talented husband, Scott Gilbert, make a living with today.

*Master folk artist Lestel Childress demonstrating his white oak basket making technique at his home in Park City, Edmonson County.*



The Childress' work has been featured in Phyllis George's book, *Kentucky Crafts—Handmade and Heartfelt*, and in Cynthia Taylor's *Appalachian White Oak Basketmaking: Handing Down the Basket*. In addition, the Childress' have received awards from the Kentucky Guild of Artists and Craftsmen and the Kentucky Folklife Program, which honored them with the 1998 Sarah Gertrude Knott Award. This award, presented at the annual Kentucky Folklife Festival, highlights the outstanding merits of an artist or artists whose talents exemplify the living cultural traditions of the state. Currently their work is being shown around the country as part of an NEA/Southern Arts Federation traveling exhibit, "Living Traditions: Folk Artists of the American South."

Basket making and the informal teaching of this craft is what the Childresses base their lives on—the hope that this family tradition continues into the future remains one of their greatest aspirations. Currently their daughter Vickie Wilkerson is working with her father, also as part of a Folk and Traditional Arts Apprenticeship Program grant through the Kentucky Folklife Program. Now she and her son, whose interest has spurred him to become involved in their basket making sessions, are the sixth and seventh generation of Childresses keeping this tradition in the family.

### More on Basket Making

George, Phyllis. *Kentucky Crafts: Handmade and Heartfelt*. New York: Crown Publishing, Inc., 1989.

Law, Rachel Nash and Cynthia Taylor. *Appalachian White Oak Basketmaking: Handing Down the Basket*. Knoxville: The University of Tennessee Press: 1991.

At the Kentucky Folklife Festival, representatives from the Childress family as well as other basket makers from South Central Kentucky will be on hand. Included will be white oak artist Leona Waddell, as well as Charles and Charlene Long who specialize in a different regional basket making tradition, one that uses willow and honeysuckle.



**If you are interested in learning more about the Kentucky Folklife Program, its presentation efforts and available grants, please contact our office at 1-888-833-2787 ext. 4481 or 4482.**

## National Endowment for the Arts Announces Recipients of the Country's Most Prestigious Honor in the Folk & Traditional Arts

### Muhlenburg County's Eddie Pennington Receives National Heritage Award

The National Endowment for the Arts recently announced the recipients of the 2001 National Heritage Fellowships, the country's highest honor in the folk and traditional arts. Thirteen fellowships, which include a one-time award of \$10,000 each, will be presented to honorees from 12 states and jurisdictions. Twelve awardees were chosen for their artistic excellence, authenticity and contributions to their field. One was selected to receive the Bess Lomax Hawes award for service to the folk and traditional arts field as a whole.

Eddie Pennington, of Muhlenburg County, Kentucky, is among the 2001 recipients of this prestigious award. Muhlenburg County in western Kentucky is known as the birthplace of a complex guitar-playing style known as thumbpicking (see *The Blue Moon* May/June 2001). This instrumental technique requires the thumb to keep a regular rolling rhythm while the fingers pick the lead melody. Popularized by Merle Travis and further developed by instrumentalists such as Chet Atkins, this music had a common source in Mose Rager, a guitarist from the region. Eddie Pennington, the son of a coal miner, also learned from Mose Rager, but he stayed home in Princeton, Kentucky, to become a county coroner and funeral director. Music was a part of his family heritage. Relatives say that his great-great grandfather, Edward Alonzo Pennington was a fiddler who was unfairly convicted of a murder and who played a tune still played today called "Pennington's Farewell" as he sat on his coffin watching the hangman prepare the noose. Eddie's father, a coal



miner, played fiddle and exposed his son to songs about the life of a coal miner. Today, Pennington continues to play this ornamental instrumental style, enlivening his public performances with humorous stories about his experiences as a funeral director. He has been featured on stages at the Kentucky Folklife Festival, the National Folk Festival, as part of the Folk Master series at the Barns of Wolf Trap and on the Masters of the Steel String Guitar Tour. He will return to the Kentucky Folklife Festival this September.

The 13 fellowships will be presented at an award ceremony in Washington, D.C., in late September. Recipients are nominated, often by members of their own communities, and then judged by a panel on the basis of their continuing artistic accomplishments and contributions as practitioners or teachers. Fellows must be citizens or permanent residents of the United States.

"We honor these artists not only for the excellence of their work but also for their efforts to preserve our diverse cultural traditions for future generations," said Bill Ivey, National Endowment for the Arts Chairman. "Through these valuable contributions, they remind us that America's rich and varied cultural heritage is what makes us who we are as a nation."

## *The Essential Profession: American Education at the Crossroads*

A new report by Recruiting New Teachers, Inc., utilizes data from a national poll to gauge PUBLIC ATTITUDES ABOUT TEACHING, educational opportunity and school reform. The report, "The Essential Profession: American Education at the Crossroads," finds that putting a qualified teacher in every classroom outpolls every other strategy for school reform (including vouchers, high-stakes testing, establishing a system of academic standards, ending social promotion and reducing class size) by commanding majorities. The report also finds that Americans favor providing a variety of incentives to retain higher quality teachers including pay raises, loan forgiveness, tax credits and signing bonuses.

In the public's estimation the quality teacher agenda surpasses all other reform strategies tested in terms of its ability to lift student achievement and make the nation's schools what they need to be. Ensuring quality teachers in every classroom was favored by a two-to-one margin over establishing a system of academic standards to be met by all students and by a six-to-one margin over establishing achievement tests in core academic subjects. Similarly, when offered the choice of doing what it takes to put a fully qualified teacher in every classroom against creating more competition for public schools by either giving parents vouchers for private school tuition or by creating more independent charter schools, teacher quality is favored by more than six-to-one.

"The public has no doubt about what matters most in school reform," said co-author Louis Harris. "Putting a qualified teacher in every classroom outpolls every other strategy. The American people believe the job can and will be done in the public schools. And if they perceive other strategies will drain funds from these efforts the American people will reject them." (For the media release see: <http://www.recruitingteachers.org/news/> For a pdf download of the report: <http://www.recruitingteachers.org/news/nationalpdf.pdf>)

"The importance of having a qualified and trained art teacher in every classroom is obvious: students learn more when their teacher knows more," said National Arts Education Association President Mac Arthur Goodwin. "No other intervention can make the difference that a knowledgeable, skillful art teacher can make in the learning process."

## *Community Partnership Funding Opportunities, US Department of Education*

This program will provide funding for one Center to improve the use of technology to achieve better early intervention and educational results for infants, toddlers, and children with disabilities by: (a) cultivating a collaborative network; (b) analyzing, synthesizing, and disseminating research-based and best practice information, promoting the distribution and use as appropriate of technology-related products and approaches with potential to improve results; and (d) analyzing needs, issues, trends and promising approaches. Activities of the Center must include developing a web-based database of projects as well as producing and disseminating video packages for teacher training. Up to \$750,000 is available for the first 12 months and \$1 million for subsequent budget periods of 12 months. Deadline: July 20, 2001. To obtain an application packet call 1-877-4ED-PUBS and request an application for CFDA 84.327Z.

## *Arts and Humanities Based Civic Dialogue Projects Sought for Searchable Database*

The Animating Democracy Initiative is in the process of creating an online searchable database available on their Web site. This database will include profiles of completed arts-based civic-dialogue projects, initiated by artists and cultural organizations, which demonstrate the capacity of the arts and humanities to stimulate public dialogue about contemporary civic issues. Website visitors will be able to search the database by civic issue, artistic discipline, approach to dialogue, geographic location, and other variables. ADI also wants profiles of organizations in other fields whose efforts significantly incorporate the arts or humanities toward achieving civic-dialogue goals. Profiles submissions will be accepted on an ongoing basis. This is a call for information, not a funding opportunity. For details and an online form visit Animating Democracy Initiative's Web site: <http://www.artsusa.org/AnimatingDemocracy>

## 2002 AIR Grant Recipients Select Artists

Representatives from schools that received Artists in Residence Grants for fiscal 2002 spent most of the day on April 18<sup>th</sup> interviewing KAC Roster Artists at the Kentucky Center for the Arts in Louisville. At the end of the day, each sponsor submitted a prioritized list of those artists that they felt were best suited to do their particular residency. The Arts Council immediately began the process of contacting the artists to see if they were interested and available to accept. If they were, a conference call was arranged between the artist, the sponsor and Arts Education Director John Benhjam to discuss the preliminary plans — the time of year for the residency, housing requirements for the artist, site visits, etc. Once we all agreed on the basic details, that particular match was chalked up as a "done deal."

The AIRs for the upcoming school year, along with the artist(s) selected for each, are:

**Manchester Elementary School** in Clay County - A 48-day multidisciplinary AIR with literary artist Judy Sizemore and storyteller Carol Bolin

**Leslie County Board of Education** - A 48-day multidisciplinary (Folk Arts) AIR with musician/storyteller/dancer Mitch Barrett

**Horse Creek/Paces Creek Family Resource Center** in Clay County - A 36-day multidisciplinary (Folk Arts) AIR with Native American artist Dorothy Dukepoo-Goode and storyteller Carol Bolin

**Kentucky School for the Deaf** in Boyle County - A 48-day dance AIR with Yolantha Harrison-Pace

**Bondurant Middle School** in Franklin County - A 48-day dance AIR with Jennifer Rose

**Buckhorn Children's Center** in Perry County - A 48-day multidisciplinary AIR with storyteller Mitch Barrett, literary artist Normandi Ellis and musician Phyllis Free

**East Bernstadt Independent School** in Laurel County - A 36-day visual arts AIR with Irish Bodger/Green woodworker Donald Weber

**Clay County Middle School** - A 48-day multidisciplinary AIR with literary artist Judy Sizemore and Bodger/Green woodworker Donald Weber

**Spencer County Elementary** - A 48-day literary AIR with Normandi Ellis

**Foust Elementary School** in Daviess County - A 36-day visual arts AIR with fabric artist Louise Halsey

These sponsors and artists will gather together for 2 1/2 days of workshops and planning in late July in order to make each and every residency a resounding success.

For more information about AIR Grant opportunities, visit our Web site at [www.kyarts.org](http://www.kyarts.org) or call John Benjamin toll free: 1-888-833-2787, ext. 4813.

## Kentucky African American Artist to Perform at PANAFEST 2001



African American women artists of ADU Productions will perform original theatrical works by storyteller and playwright, Nana Yaa Asantewaa at PANAFEST 2001 in Ghana, West Africa, July 27 through August 4. Asantewaa is a recipient of an award from the Kentucky Foundation for Women who will participate in the festival. This will mark the first time that Kentucky artists have represented the United States at this festival.

Dramatic works on tour by ADU Productions will be independently staged as "Heritage on Stage," The artists who will be performing are Reggae Queen Samiyra Shabazz, Arts Educator Zambia Nkrumah, and Founder/Producer Storyteller Nana Yaa Asantewaa. Vignettes from the lives of Matilda J. Dunbar, Araminta Harriet Tubman, Fannie Lou Hamer, Mary McLeod Bethune and Elizabeth "Bessie" Coleman will be presented.

Elder artist Lillian W. Cole-Singleton, a retired English Teacher who is 85 years young and one generation from the enslavement of her grandmother, will also participate in the festival, presenting a dialogue from her family archive and classic poetry from Paul Lawrence Dunbar.

For information e-mail [storytelleryaa@aol.com](mailto:storytelleryaa@aol.com) or call (502) 775-8824.

# DIGITAL DIVIDE GROWS SMALLER

As arts agencies consider how to serve diverse populations through technology, Internet usage remains ever-changing. The "digital divide" has been used to describe the gap between those with access to the Internet and those without—traditionally minority or lower income groups. Current studies also indicate that some of the most important factors facilitating or inhibiting Internet access are education, age and type of residential community. Along with these trends, the digital divide seems to be shrinking as Internet content expands and access increases. During the second half of 2000 alone, the number of American adults with access grew from 88 million to 104 million.

Despite gains in access in the most recent year, a divide still exists along economic lines: 82 percent of households earning more than \$75,000 have access, compared with only 38 percent of households earning less than \$30,000. Studies that link education and usage show that a college education still boosts rates of Internet access by well over 40 percent. A "gray gap" exists, with only 15 percent of those 65 or older and 51 percent of 50- to 64-year-olds online compared to 75 percent of those under age 30. Rural communities continue to show significant lags in access: 42 percent of rural residents do not use computers at all, compared to 34 percent of suburbanites and 31 percent of urban dwellers.

Education levels are becoming parallel to the general population with 38 percent of 'Net users holding college degrees compared to 26 percent of the U.S. adult population possessing degrees. Also, delineations based entirely on race are misleading as groups of the same economic status log online at roughly the same rate, regardless of race or ethnicity.

Internet usage trends differ among various segments of the population. Generally, the lower the user's income the longer he or she is likely to spend online. This could be because those who lack the ability to access the Web at work are more inclined to log on at home and use it as entertainment. Chat rooms remain the domain of the young with activity decreasing significantly for those older than 25. Interestingly, American teenagers spend 30 percent less time on the Web than adults. Studies show Hispanics and African Americans have the highest percentage rates for going online to search for arts information.

Although the digital divide is narrowing, it may be a long time before it closes altogether. Of those not currently

online, resistance is greatest among age groups comprised of baby boomers and senior citizens. Parents living with children are more interested in gaining access than those without kids and 45 percent of American children have Internet access.

There are many reasons why these groups are not using the 'Net. A majority of nonusers surveyed cited that the Internet was "dangerous" and that they were "not missing anything by not being online." Fewer than 40 percent cited expense or difficulty negotiating the Internet as reasons for not getting access. But these factors vary from region to region: urban and suburban (41 percent and 40 percent, respectively) residents indicate that the Internet is not confusing, while 39 percent of rural residents cite confusion in negotiating the Internet as the reason for not gaining access.

Arts agencies need to consider all of these factors when making decisions about how to develop Web resources and tools in the future. While the 'Net streamlines many operations, analyzing how different audiences interact with this technology increases in importance as the number and type of users changes and matures.

Sources: *American Demographics*, March 2001; National Center for Education Statistics, *Digest of Education Statistics*, 2000; Nielsen/NetRatings; Pew Internet & American Life; Stanford Institute for the Quantitative Study of Society; U.S. Census Bureau, *Educational Attainment of the Population 15 Years and Over, by Age, Sex, Race and Hispanic Origin*, March 2000.

Additional information: Digital Divide Network:  
**[www.digitaldividenetwork.org](http://www.digitaldividenetwork.org)**

## Help in Using the Internet for Community Outreach

Access **[www.coyotecom.com/database/nptech.html](http://www.coyotecom.com/database/nptech.html)** for finding resources on using the Internet as a community outreach tool, choosing specialized software, learning about basic database management, and using older computers and versions of software.

## *Who Are You Going to Nominate for the Governor's Awards in the Arts?*

The time has come for Kentuckians to start thinking about who or what organization they would like to give recognition by Governor Paul Patton for the commonwealth's highest honor in the arts. The deadline has moved up to **September 1, 2001**. The 2001 awards ceremony and celebration is coordinated by the Kentucky Arts Council and Kentucky Citizens for the Arts and will be awarded in February of 2002.

There are nine categories of awards to consider for nominations. Nominators are welcome to submit nominations in more than one category.

- **Milner Award** - To an individual for outstanding philanthropic, artistic, or other contributions to the arts.
- **Artist Award** - For lifetime achievement in the arts.
- **National Award** - To a Kentucky son or daughter who has achieved national fame.
- **Business Award** - To a business with outstanding interest in and support of the arts.
- **Community Arts Award** - To an individual or organization making a difference through arts in their community.
- **Education Award** - To an individual or organization making a significant contribution to arts in education.
- **Government Award** - To an agency or individual supporting the arts through government action.
- **Media Award** - To an organization or journalist committed to bringing the arts to the attention of the public.
- **Folk Heritage Award** - To an individual or organization that has made an outstanding effort to perpetuate and promote Kentucky's unique artistic traditions.

Anyone can make nominations. Organizations, businesses and individuals from within or outside of Kentucky are all eligible to nominate candidates for the awards. Nomination forms are currently on the Arts Council's Web site and will be available in hard copy by early August. Nominators play a very important role in bringing the candidates to the attention of the Governor. Detailed support materials help panelists make a knowledgeable selection. In addition to the nomination form, letters of recommendation, news clippings and published articles are an extremely important part of the candidate selection.

A candidate for a Governor's Award in the Arts must be a Kentucky organization doing work in Kentucky or an individual living in Kentucky with the exception of the national award. The national award is frequently awarded to those outside of the state or country. Recipients are nominated to the Kentucky Arts Council, which coordinates the nomination and selection process by panel through the Governor's Office. Each nomination will be kept active for three award cycles. Prior recipients are not eligible for the 2001 or future Governor's Awards in the Arts.

Nominations must be postmarked by U.S. Postal Service date stamp, or hand delivered to the Kentucky Arts Council Office no later than 4:30 p.m. EST, **September 1, 2000**. Facsimile transmissions of nomination materials will not be accepted. Late nominations will be returned.

## SENATE PANEL APPROVES National Endowment for the Arts FUNDING INCREASE

The Senate Interior Appropriations Committee met on June 28 and approved an increase of \$10 million for the National Endowment for the Arts (NEA) in its version of the FY2002 Interior Appropriations Bill. This is the same appropriations level for the arts endowment as passed by the House last week.

The bill, which is expected to go to the Senate floor after the July 4th recess, also includes an additional \$5 million for the National Endowment for the Humanities (NEH) — \$2 million above the level approved by the House — and \$2 million more for the Office of Museum Services, the same as in the House-passed bill.

With legislation in both the Senate and the House increasing the NEA's FY02 budget by \$10 million, there is no disagreement to be settled by a conference committee. The outcome is virtually assured at \$115 million for the arts endowment in the coming year. The appropriations bill still must pass a vote on the Senate floor, and there is no indication of any move to cut the arts endowment's money. Recent past attempts to defeat arts funding have failed in the Senate, as they failed in the House last week.

### *Quotable Quote*

If art is such good medicine downstream from the schools, where the dropouts accumulate like floatsam against the gratings of prisons and probation programs, why not plug in some arts upstream, in the schools themselves?

— *Tamim Ansery*

# Interns Bring Summer Energy to KAC

The Kentucky Arts Council is happy to have three interns working with them this summer. Students receive 'on the job' experience and a chance to learn outside the classroom, while the Arts Council benefits from their fresh energy and hard work. Two new interns, Daniel Nation and Jonathan D. Gaby, and one returning intern, Neil Abell, have been busy helping with a myriad of responsibilities.

**Daniel Nation**, (left) a Frankfort resident, will be attending Northern Kentucky University in the fall majoring in Theatre. He is in the process of transferring data to conform to the new communications database model. "It's fun, intense, and I like having my own desk. I find it rewarding to help out the arts in KY."

**Neil Abell**, (center) a Frankfort resident and student at University of Virginia, is returning to the Arts Council after working last summer on the Performing Arts Directory and Artists Roster. This summer he has developed a new arts resource directory for teachers and coordinates the Arts Education "Roster of Artists." About his experiences working with the Arts Council he says, "What could be more rewarding than working with arts advocates all summer?"



**Jonathan D. Gaby**, (right) a Frankfort resident, is also a theatre major at Northern Kentucky University. Gaby is wearing two hats; he is working on the database as well as assisting Lori Meadows with the START initiative and Individual Artists Programs. Working with the Arts Council he has found, "Theatre and the arts aren't just about performing. There are many administrative duties I've never thought about pursuing. And I have my own desk too!"

These guys have been a tremendous help to the Arts Council in anything from stuffing envelopes to building databases. "I'm sure all of them will be very successful in life," says Public Information Officer Ed Lawrence, "they all have a great attitude and are able to take on very complex administrative projects."

## Target Arts in Education Grants

Target awards special grants to schools and nonprofit organizations to help students better understand and appreciate art and music. Target Arts in Education Grants create opportunities for students nationwide to explore, experience and create visual art, music and drama. For more information:

[http://www.target.com/target\\_group/community/community\\_taeg.jhtml](http://www.target.com/target_group/community/community_taeg.jhtml)

## Database Schmatabase, Who Really Cares?

Over the years, the Arts Council has made many amendments to the central database that has labored to serve a multitude of purposes. Mailing lists, grant management, and synchronization with a nationwide data collection system are just a few of the functions. Unfortunately, the communications aspect, which generates our lists for mailings, broadcast faxes and e-mail bulletins, is not compatible with the other functions.

Soooo... we are building a new database expressly for use in communications. This is where the "Who really cares?" comes in. Are you tired of receiving duplicate copies of the Blue Moon? Would you like to receive mailings about the arts that are geared to your particular interests? Are you overwhelmed by all the paper and want to start getting information electronically? We are hoping you will care enough to set the record straight. Simply tear off the last page of this *Blue Moon*, fill out the *Information Request and Mailing List Questionnaire* and send it in to us. If you are receiving duplicates, send all the back pages with the mailing labels affixed but only fill out one form.

Please fill out the questionnaire and send it to:

**KENTUCKY ARTS COUNCIL  
Communications Database  
Old Capitol Annex  
300 West Broadway  
Frankfort, KY 40601**

## KENTUCKY ARTS COUNCIL INFORMATION REQUEST AND MAILING LIST QUESTIONNAIRE

Please send me more information on the following programs (check all that apply):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Arts in Education Artist Roster<br><input type="checkbox"/> Artists in Residence Program / Sponsor Application<br><input type="checkbox"/> Challenge Grant Program<br><input type="checkbox"/> Community Residency Program<br><input type="checkbox"/> Community Arts Development Program<br><input type="checkbox"/> Folk and Traditional Arts Apprenticeship Program<br><input type="checkbox"/> Folk Arts Project & Tour of Kentucky Folk Music Programs | <input type="checkbox"/> General Operating Support Program<br><input type="checkbox"/> Governor's Awards in the Arts<br><input type="checkbox"/> Individual Artist Fellowship Program & Cultural Exchange Program<br><input type="checkbox"/> Individual Artist Professional Development Program<br><input type="checkbox"/> Individual Artist Project Program<br><input type="checkbox"/> Kentucky Arts On Tour Program<br><input type="checkbox"/> Kentucky Peer Advisory Network Program | <input type="checkbox"/> Kentucky Performing Arts On Tour Directory<br><input type="checkbox"/> Kentucky Poet Laureate<br><input type="checkbox"/> Organizational Technical Assistance Program<br><input type="checkbox"/> Project Grant Program<br><input type="checkbox"/> Salary Assistance Program<br><input type="checkbox"/> School-Community-Arts Partnership Program<br><input type="checkbox"/> Teacher Incentive Program<br><input type="checkbox"/> Visual Arts at the Market |
|--|---|--|

### Individual/Organization Information:

Salutation: ☐ Mr.    ☐ Ms.    ☐ Mrs.    ☐ Dr.

First Name: \_\_\_\_\_ Middle: \_\_\_\_\_ Last: \_\_\_\_\_

Organization: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip (Plus Four): \_\_\_\_\_

Office Telephone: \_\_\_\_\_ ext. \_\_\_\_\_ Toll Free Telephone: \_\_\_\_\_

Home Telephone: \_\_\_\_\_ Mobile Telephone: \_\_\_\_\_

FAX: \_\_\_\_\_ E-Mail: \_\_\_\_\_

WEB Address: \_\_\_\_\_

U.S. Congressional District No.: \_\_\_\_\_ State Senate District No.: \_\_\_\_\_ State Representative District No.: \_\_\_\_\_

### Please indicate areas of interest for you or your organization.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Accessibility<br><input type="checkbox"/> Arts Education<br><input type="checkbox"/> Community Arts Development Programs<br><input type="checkbox"/> Cultural Heritage Tourism<br><input type="checkbox"/> Crafts | <input type="checkbox"/> Folklife<br><input type="checkbox"/> Healing and the Arts<br><input type="checkbox"/> Individual Artists Programs<br><input type="checkbox"/> Maturity and the Arts<br><input type="checkbox"/> Multi-Culturalism/Diversity | <input type="checkbox"/> Organizational Support Programs<br><input type="checkbox"/> Public Arts/% for Arts<br><input type="checkbox"/> Technology and the Arts<br><input type="checkbox"/> Youth-at-Risk |
|--|--|---|

### DISCIPLINE: Indicate the primary discipline(s) for you or your organization. (Check all that apply)

- |   |  |  |   |   |
|---|--|--|---|---|
| <b>1) Dance</b><br>A. Ballet<br>B. Ethnic/Jazz<br>C. Modern<br><b>2) Music</b><br>A. Band<br>B. Chamber<br>C. Choral<br>D. New<br>E. Ethnic<br>F. Jazz<br>G. Popular<br>H. Solo/Recital<br>I. Orchestral<br><b>3) Opera/Musical Theatre</b><br>A. Opera<br>B. Musical Theatre | <b>4) Theatre</b><br>A. Theatre-General<br>B. Mime<br>C. Puppet<br>D. Theatre/Young Aud.<br><b>5) Visual Arts</b><br>A. Experimental<br>B. Graphics<br>C. Painting<br>D. Sculpture<br><b>6) Design Arts</b><br>A. Architecture<br>B. Fashion<br>C. Graphic<br>D. Industrial<br>E. Interior<br>F. Landscape Architect.<br>G. Urban/Metropolitan | <b>7) Crafts</b><br>A. Clay<br>B. Fiber<br>C. Glass<br>D. Leather<br>E. Metal<br>F. Paper<br>G. Plastic<br>H. Wood<br>I. Mixed Media<br><b>8) Photography</b><br><b>9) Media Arts</b><br>A. Film<br>B. Audio<br>C. Video<br>D. Technology/<br>Experimental | <b>10) Literature</b><br>A. Fiction<br>B. Non-Fiction<br>C. Playwriting<br>D. Poetry<br><b>11) Interdisciplinary</b><br><b>12) Folklife/Traditional Arts</b><br>A. Folk/Traditional Dance<br>B. Folk/Traditional Music<br>C. Folk/Traditional Crafts and Visual Arts<br>D. Oral Traditions (includes Folk/Traditional Storytelling) | <b>13) Humanities</b><br><b>14) Multidisciplinary</b><br><b>15) Non-Arts/Non-Humanities</b> |
|---|--|--|---|---|



## A MESSAGE FROM THE DIRECTOR

Dear Colleagues:

Arts Council staff members, Lori Meadows, Ed Lawrence, and I have had the pleasure of sharing breakfast and conversation with some 160 folks in eight locations across the state over the past three weeks. We came to talk about a recently completed Needs Assessment of Performing Arts Centers, a study of 14 centers stretching from Paducah to Whitesburg, that documented major challenges that must be overcome to continue to provide opportunities for arts participation to the citizens of the commonwealth. It was too good an opportunity to pass up. The other piece of great news was a \$500,000 grant just awarded to the Kentucky Arts Council by the Wallace-Reader's Digest Funds. That can go a long way in supporting our work with these 14 arts centers as well as other arts organizations and institutions across the state to increase participation in the arts.



One issue that must be confronted head on in any of our work to increase arts participation is how the Arts Council, arts organizations and individuals in Kentucky define "the arts". We use the word over and over in many different contexts to represent many different concepts. Yet, it is very difficult to create meaningful experiences for all people, in various environments (i.e. arts centers, communities, front porches, schools) without a common understanding of what we mean by the "arts." We must begin to broaden that definition of art so that every person relates something in his/her own everyday life experiences as falling into the category of the artistic - the effort within each of us to create or appreciate that which is aesthetically pleasing or expressive.

An honest attempt to raise awareness of the arts, broaden its definition, and expand participation in our state will definitely require openness to a new way of doing business— and a new vocabulary. Armed with the current research on arts participation and the challenge of the START initiative in Kentucky, we will be looking at the arts in a broader context and participation as a more inclusive and meaningful experience.

*Gerri Cornbs*



**Kentucky Arts Council  
Old Capitol Annex  
300 West Broadway  
Frankfort, KY 40601-1950**

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